

BEYOND THE EXHIBITS

North Carolina Museum of History

North Carolina Sports Hall of Fame Exhibit

The N.C. Sports Hall of Fame features more than 200 items representing 351 Tar Heel sports heroes. Exhibit items include champion driver Richard Petty's stock car, Meadowlark Lemon's Harlem Globetrotters basketball uniform, N.C. State University coach Kay Yow's Olympic team basketball, Jim Beatty's running shoes, Charlie "Choo Choo" Justice's UNC-Chapel Hill football jersey and Mike Krzyzewski's Duke University warm-up jacket.

The N.C. Sports Hall of Fame was founded in 1962, to honor those persons who by excellence of their activities in or connected with the world of sports have brought recognition and esteem to themselves and to the State of North Carolina.

Each spring, several new members are inducted into the hall of fame. The exhibit boasts famous faces from basketball, baseball, football, golf, stock car racing, billiards, bowling, hang gliding, horse racing, shooting, swimming, tennis, soccer, and track and field, as well as contributors to sports administration, journalism, promotion and medicine.

Below is additional information connecting the *North Carolina Sports Hall of Fame* to educational resources. For the richest student experience, complete the educational packet:

- Read "Baseball Outlaws during the Depression" article from the Fall 2011 *Tar Heel Junior Historian* Magazine.
- What's in a Name? Research how your favorite team got their name.
- Play a modified round of Duck on a Rock—the game that inspired Basketball.
- Read "College Basketball Pioneers in North Carolina" article from the Fall 2011 *Tar Heel Junior Historian* Magazine.
- Using our "Basketball and Cup" craft page, create your mini version of basketball.
- Test your Sports Hall of Fame knowledge with our trivia page!

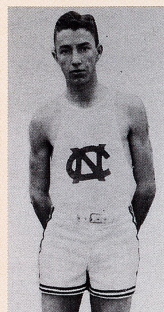
1920s: Some people suggest that this decade marks the rise of spectator sports. Movie actors, entertainers, and athletes such as Babe Ruth, Red Grange, Jack Dempsey, Knute Rockne, Bill Tilden, Walter Hagen, and Bobby Jones become household names thanks to radio, leisure time, and a desire for escapism and entertainment after World War I.

With North Carolina growing more urban, there are enough people close together to support teams. Transportation and communication improve. Local newspapers cover more stories of athletes on new sports pages. More people begin holding office and business jobs that offer greater free time than those on farms and in mills. Towns and schools build more sports facilities and parks.

1920: The Piedmont League is founded. One of the state's best baseball minor leagues, it starts with teams in Raleigh, Durham, Winston-Salem, High Point, Greensboro, and Danville, Virginia, and later adds Asheville, Charlotte, Henderson, Rocky Mount, Salisbury, and Wilmington. Future major leaguers in the league include Hank Greenberg, Johnny Mize, Charles Grimm, Johnny Vander Meer, Phil Rizzuto, Johnny Pesky, Frank McCormick, and Yogi Berra.

1921: The Southern (Intercollegiate) Conference is born with 14 members: Alabama, Alabama Polytechnic Institute (Auburn), Clemson, Georgia, Georgia School of Technology (Georgia Tech), Kentucky, Maryland, Mississippi A&M (Mississippi State), North Carolina, North Carolina State, Tennessee, Virginia, Virginia Polytechnic Institute (Virginia Tech), and Washington & Lee. Other schools join later, including Trinity and Wake Forest. In 1932 some break away to form the Southeastern Conference.

UNC basketball wins four of the first six conference tournaments and three more by 1940. The team reels off 18 straight winning seasons. In 1924 Carolina finishes 26-0, and some call it the unofficial national champion.



North Carolina star Jack Cobb is National Player of the Year, 1926.

1922: After a few seasons of trying to organize teams and equalize rules, the American Professional Football Association changes its name to the

National Football League (NFL). Teams include the Chicago Bears (who win the first title game in 1933) and Green Bay Packers. The NFL explodes in the 1950s and 1960s thanks to television. Its 1967 title game gets a new name: Super Bowl.

1924: Trinity becomes Duke University.

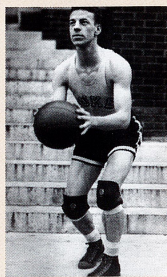
1.25-mile, wooden Charlotte Speedway opens for Indy-style (open-wheel) racing. The track falls into disrepair during the Depression. It will be torn up, with its pine and cypress boards donated to the World War II effort.

The National Hockey League, which has been in existence for a few years, expands from Canada into the United States with the founding of the Boston Bruins.

1925: N.C. Open Championships for tennis debut in Asheville. Two years later, the N.C. State Closed Championships begin in Raleigh.

1927: All-American back Jack McDowall and Coach Gus Tebell lead North Carolina State to a 9-1 record in football. But from 1919 through 1941, the team has six winning seasons—and eight coaches.

1928: Over the next 14 seasons, Eddie Cameron is 226-99 with three Southern Conference tournament titles as Duke men's basketball coach. Bill Werber is an All-American in 1930.



Early Duke star Bill Werber.

Baseball Outlaws during the Depression

by R. G. "Hank" Utley*

A feisty professional baseball league was born in the 1930s in the mill towns of the North Carolina Piedmont. This new Carolina League developed from the semiprofessional baseball teams that textile mills fielded throughout the 1920s. The league attracted a flock of talented players by offering stability and steady paychecks during the tough times of the Great Depression. It also quickly worried the leaders of organized baseball.

The National Association of Professional Baseball Leagues (NAPBL) had formed in 1901 as an organization for minor leagues across the country. The NAPBL worked in agreement with Major League Baseball. It had a system of league classifications (or levels), salary limits, player drafts, and other rules. One of the rules, called the professional contract and reserve clause, bound a player to the team that owned his contract. The player could never compete for another team in professional baseball unless it bought that contract. This treated a player, basically, as a piece of property. Top team officials could move him around the minor leagues, wherever and whenever they wanted. They could keep renewing his contract at whatever terms they pleased.

The Carolina League ignored this rule, as well as others within pro baseball. It gave players greater control of their careers. The league also offered better salaries than a player would expect from small-town places like Shelby, Hickory, and Valdese. Carolina League players enjoyed community hero

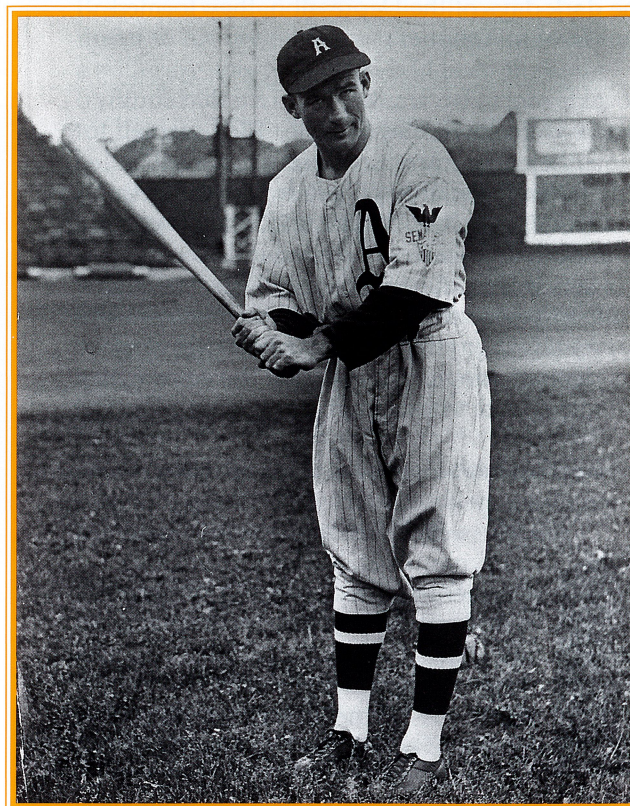
status and jobs in the textile mills during the baseball off-season. At a time when about 25 percent of Americans were unemployed, this proved an attractive setup.

The NAPBL declared the Carolina League and its players "outlaws" from "real" baseball. But the league did well from 1936 until 1938. Its success came partly because of strong community support and a stubborn, independent dislike of "outsiders." League and team officials kept rules flexible. They encouraged rivalries while trying to prevent teams from failing financially.

On the league's first day of play, May 18, 1936, Jake Wade, award-winning sports editor of the *Charlotte Observer*, wrote:

Today is opening day, you know. It's a new baseball picture for Charlotte and this Section. Not organized professional baseball . . . but something which may prove just as entertaining and diverting. Certainly, it's a noble experiment, and most engaging. Charlotte is in the Carolina League. The league abides by the rules and general plan of organized professional baseball. The ball they hit is standard and bears the league president's signature. The carefully chosen umpires are uniformed, draw regular salaries, and work under strict supervision. The only difference is the players are not strictly chattels as in organized professional baseball. They can leave on a moment's notice.

Internal squabbling and opposition from organized baseball, however, ended the Carolina League after only three seasons of play.



Edwin "Alabama" Pitts, shown competing for the Albany Senators, ca. 1935, played for several Carolina League teams after his release from prison. Image courtesy of Harold Lail.

Roots in Textile Baseball

Enthusiastic spectators played a role in the Carolina League's brief success. For several years, millowners across the Piedmont region had fielded baseball teams made up of their workers. Mill teams developed heated rivalries, and games turned into big social events. Several textile leagues became an important part of life in mill villages. Owners controlled almost every aspect of workers' lives in these villages—from their houses to their schools. Two or three baseball games a week offered bragging rights and entertainment. Baseball also provided a distraction from low wages and harsh conditions. Giving workers a way to relax and have fun benefited millowners, as well as workers. Baseball teams that built community spirit and pride did, too.

Owners sometimes tried to gain an advantage over rival teams. They might hire men known as good baseball players as year-round mill employees. Some of the men only showed up on

payday, pretending to work in the mill now and then. For big games, owners might sneak in a talented "ringer" (often a pitcher) who did not work in the mill at all. These players might even be using fake names and hiding from professional baseball organizations that owned their contracts.

This early use of "outlaw" players reached new heights in September 1927. Two of the biggest textile foes—the Concord Weavers and Kannapolis Towelers—planned to play a three-game series. The games would decide the "semipro title of North Carolina." The teams had already played 19 times that season, with Concord winning 10. Both teams raided players from the Class B professional Piedmont and South Atlantic Leagues, whose seasons had ended.

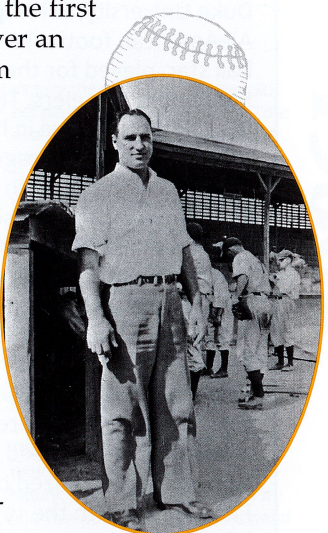
Most local businesses closed so that everyone could attend the first contest. Officials estimated crowds of at least 3,000 packed inside Cabarrus County's Webb Field. Another 4,000 people were right outside, in trees and on hills. Concessions sold out an hour before the first pitch. Despite wearing their Sunday-best clothes, many fans came armed with soda bottles filled with sand; knives; and guns. With Kannapolis leading 2-1 in the bottom of the first inning, a fight broke out in the crowd over an umpire's controversial call. A huge storm rolled in before things could get uglier. Officials called off the series.

Over the years, the textile teams allowed more outlaw players. Some were ex-major leaguers whose careers were nearly over. Some were college or young players on the way up. Others had been kicked out of the majors for fighting, drinking too much alcohol, and other offenses.

Organized baseball already recognized that North Carolina had plenty of home-grown talent, as well as dozens of minor-league teams. It regularly scouted in the state for players. Textile millowners and managers—along with lawyers, doctors, preachers, educators, and

Think About It

Have you heard baseball called America's national pastime? What are some of the reasons for baseball's huge popularity in the early 1900s? How does that compare or contrast to its popularity today? See what you can learn about minor-league, semipro, recreation, and school baseball teams that have been based in your county.



Vince Barton, a former Chicago Cubs and Baltimore Orioles outfielder, played for teams in Hickory and Kannapolis. Image courtesy of Bernie H. Edwards.

Meet a Few Outlaws

The Carolina League became known for colorful characters. It also featured talented college players, who could make good money in the league. They did not lose amateur standing because they had not signed contracts with the National Association of Professional Baseball Leagues. Here are a few well-known Carolina Leaguers. Visit website www.baseballoutlaws.com to learn more.

• Pitcher **Charles “Struttin’ Bud” Shaney**. After jumping his contract in organized baseball, Shaney won 17 games in a row for the 1936 outlaw Charlotte Hornets. In the first 13 wins, he walked 15 batters and struck out 101. But he never pitched on the road.

Shaney was rumored to use baseballs with phonograph needles embedded in their seams, giving him a better grip and a nasty curveball. When asked to let the umpires examine a ball, he would throw it into the grandstand. Shaney later pitched briefly at the top level of minor-league baseball.

• Following his junior year at Duke University, **Eric Tipton**, an All-American football and baseball star, played for the Kannapolis Towelers. Tipton led the Carolina League in hitting in 1938 with a .375 average.

After taking Duke to the Rose Bowl in 1939, he signed with the Philadelphia Athletics and played major-league baseball through 1945.

• **Edwin Collins “Alabama” Pitts** received a pardon from Sing Sing Prison in New York in 1935. Because he was technically a felon, he was refused permission to play organized baseball. Pitts signed with the 1936 outlaw Charlotte team. After playing for Charlotte, Gastonia, and Valdese, he died June 7, 1941, in Valdese. He had been stabbed

in a dance-hall fight.

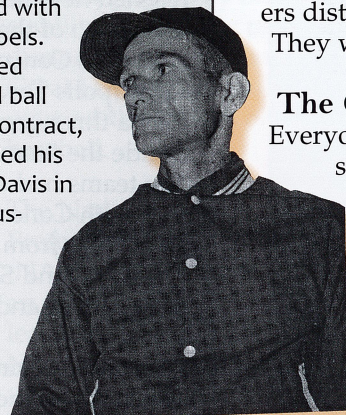
• **Vince Barton** hit 16 home runs in just 102 games for the Chicago Cubs in 1931 and 1932. A heavy drinker, he ended up back in the minor leagues before signing with the outlaw Kannapolis Towelers in 1936. Barton hit five home runs in one game for the 1938 outlaw Hickory Rebels.

• After refusing a cut in pay from the Albany, New York, team of the International League in 1936, **Tracey Hitchner** signed with the Hickory Rebels. When suspended from organized ball for jumping a contract, Hitchner changed his name to John Davis in 1937. He was suspended again.

In 1938 he pitched under his original name. He settled down in Hickory, married a local woman, and became an executive for a furniture manufacturer.

• **Richard Broadus Culler**, a student at High Point University, played for the Concord Weavers from 1936 through 1938. Later, he played his way through the minors and enjoyed a major-league career with the Chicago White Sox, Boston Braves, Chicago Cubs, and New York Giants, 1943–1949.

• **Lawrence “Crash” Davis** played for Gastonia, the team where he grew up, in 1937 after his freshman year at Duke. He hit .267. He graduated, then played for the Philadelphia Athletics, 1940–1942. Davis competed for several minor-league teams after serving in World War II. He lent his name to a character in the 1988 movie *Bull Durham*.



Tracey Hitchner played under a false name. Image courtesy of Tracey Hitchner.

other community leaders—started to think that they could run their own professional league. It could not be too different from what they had been doing, some thought. Driven by civic pride, love of baseball, rivalries with each other, and the desire to start something good during the dark days of the Depression, they formed the Carolina League.

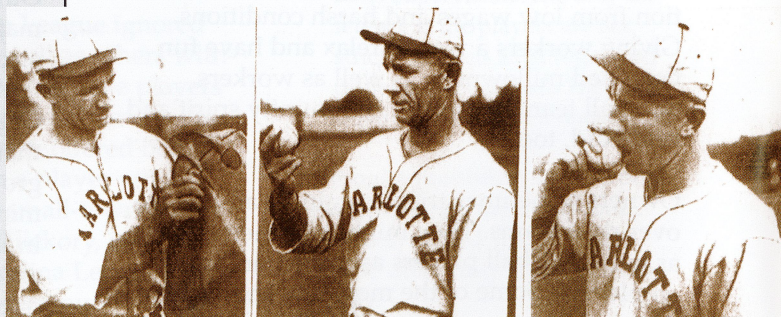
Local leaders also wanted to prove that southerners were smart and capable. They wanted to show they could produce baseball as well as “big hitters”—mainly people from the North and from “big cities.” Some textile millowners figured that outsiders had been influencing workers to become unsatisfied, even pushing some to go on strike in 1934. These leaders were happy about anything that made textile workers distrust people from outside the community. They wanted workers to be united and loyal.

The Outlaws

Everyone quickly found out that fully professional baseball cost more to run. Smaller mill communities in places such as Cooleemee, Landis, and Conover could not support pro teams playing six games a week. In 1936 the Carolina League boasted eight squads: Charlotte Hornets, Concord Weavers, Forest City/Rutherford County Owls (later the Lexington Colonials), Hickory Rebels, Kannapolis Towelers, Salisbury Greyhounds (later the Mooresville Moors), Shelby Cee-Cees, and Valdese Textiles. The increasing quality of play quickly drew the attention of organized baseball. On June 16, 1936, a report appeared in *The Concord Tribune* newspaper that players were openly jumping contracts with organized pro teams to play in the Carolina League.

The minor-league organization NAPBL was watching what was going on. The Concord article carried a caution from Judge William Bramham that the Carolina League’s outlaw players would be blacklisted, or barred, from

Bud Shaney in 1936 playfully demonstrates ways of doctoring a baseball. Image courtesy of Charlotte Observer.



the major and minor leagues. Bramham had taken over as president of the NAPBL in 1933, moving its headquarters from Auburn, New York, to Durham, where he had a successful law practice.

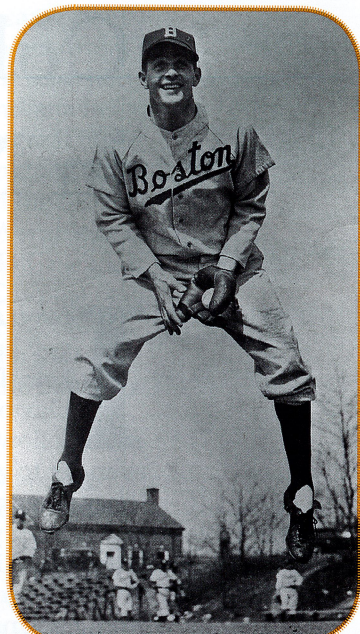
Bramham viewed the Carolina League as a threat to his organization’s monopoly—and to a suffering sport. Baseball had been the country’s, and North Carolina’s, favorite pastime for decades. The Great Depression hurt baseball. Teams and leagues shut down just like many other businesses. Twenty-five minor leagues finished the 1929 season. By 1933, 14 leagues were operating. Baseball was offering fewer jobs and lower salaries. After the Carolina League completed its first season, it became the subject of much formal and informal discussion. A December 7, 1936, update from the NAPBL’s annual winter meetings in Montreal, Canada, appeared in the Concord newspaper. It quoted a minor-league executive who described the Carolina League as a “haven for dissatisfied professional ball players.”

Many of the Carolina League’s strengths became fatal weaknesses when the minor leagues began to recover from the Depression. High-quality prospects again began to see their best opportunities in the minors, where they had a chance at advancing to Major League Baseball. Mainly older players remained in the outlaw league. Fans did not like some of them because of behavior that had gotten them kicked out of organized baseball in the first place. Their higher salary demands hurt, too. The Carolina League did attract spectators; in 1937 Concord drew 70,000 and Kannapolis, 90,000. But ticket prices of 25 cents (which took

most textile workers an hour or more to earn) did not raise enough to pay full-time players. Team officials had to hold a lot of fund-raisers. Developing loyalty to teams also became difficult. One season, Kannapolis listed 100 different players on its 15-man roster at various times. As time passed, league leaders began to argue more about the bending of rules.

The Carolina League had chances to join organized baseball, above the level for which its towns would usually qualify based on size. Some people wanted to remain outlaws, but a few former textile teams joined the new Class D North Carolina State League. The Gastonia Spinners squad that had joined the Carolina League in 1937 went out of business. Rumors said that Judge Bramham’s group made those things happen. Finally, the Carolina League disbanded in January 1939. By the start of World War II, minor-league baseball had 43 leagues; it had 52 leagues and 388 teams (up from 102 in 1933) when Bramham’s time as president ended in 1947.

A new Carolina League that began play during World War II would include Bramham’s old team, the Durham Bulls, for many years. Later in the century, players would challenge many older rules, including the reserve clause. Baseball would begin a new era of free agency.



Richard Broadus Culler competed in the Carolina League as a college player. He later spent several seasons in the majors. Image courtesy of Evelyn Culler Foster.

1930s: The Great Depression shuts down many sports at all levels.

Brothers Nathaniel and Franklin Jackson, of Wilmington, dominate the black American Tennis Association.

1931: Wallace Wade, a highly successful football coach at Alabama, arrives at Duke. Through 1941, he will go 85–19–3. Lineman Fred Crawford becomes the state’s first football All-American as the 1933 squad finishes 9–1. The 1938 team earns the nickname “Iron Dukes.” After nine shutout wins, Duke goes to the Rose Bowl but loses 7–3 to Southern Cal. Wade and players Crawford, Dan Hill, Eric Tipton, George McAfee, Clarence “Ace” Parker, and Steve Lach reach the College Football Hall of Fame. Parker and McAfee enjoy Pro Football Hall of Fame careers.

Also fielding strong teams this decade: Catawba, Elon, Appalachian State, Johnson C. Smith, and North Carolina A&T.

Wes Ferrell, of Greensboro, pitches a no-hitter for the Cleveland Indians. He finishes his career 193–129. His brother, Rick, has 1,692 hits in 2,000 major-league games, with a career average of .281. He catches at the first All-Star game in 1933. A third brother, George, is a longtime minor-league star.

Other North Carolina players making their marks in this era include Luke Appling, of High Point; Buddy Lewis, of Gastonia; Burgess Whitehead, of Tarboro; Taffy Wright, of Tabor City; Johnny Allen, of Lenoir; and Alvin Crowder, of Winston Salem.



Wes Ferrell led the American League in wins (25) in 1935.

eters in the Berlin Olympics, in one of the first big international track performances linked to the Tar Heel State.

1937: Estelle Lawson Page, of Chapel Hill, wins the U.S. Women’s Amateur title in golf, beating Patty Berg 7 and 6 at the Memphis (Tennessee) Country Club. Page is one of the state’s first well-known female athletes. She captures seven North and South Amateurs. Golf begins growing more competitive, and it’s one of the first sports in which women participate regularly and excel.

1938: Legendary golfer Sam Snead wins the first Greater Greensboro Open (now the Wyndham Championship) and will win it seven more times. His 1965



Estelle Lawson Page, ca. 1930s. Image courtesy of the State Archives, North Carolina Office of Archives and History.

victory there makes him the oldest player ever to win a PGA Tour event (at 52 years, 10 months, 8 days). Ben Hogan, Chi Chi Rodriguez, Bryon Nelson, Sandy Lyle, and Nick Faldo are among other winners of the event, which has been held at three different courses. The state has more than 80 golf courses by the 1940s; a third are public.

1939: Wake Forest falls to Ohio State in the first NCAA men’s basketball tournament.

1930s/1940s: First baseman Walter “Buck” Leonard, of Rocky Mount, and Josh Gibson form a one-two punch for the Homestead (Pa.) Grays. Leonard, who also plays for the Baltimore Stars and Brooklyn Royal Giants, in 1972 joins the Baseball Hall of Fame. Other key Tar Heels in the Negro Leagues include owner William Greenlee and manager Charles Taylor.

What's in a Name?

From the Asheville Tourists to the East Carteret High School Mariners, North Carolina sports teams often have nicknames and mascots linked to history or geography. East Carolina University has called its teams the Pirates since 1934 because of the school's location near the coast, which has a long tradition of piracy. (Before 1934, teams were known as the Teachers.)

The Pirate in his more modern form first appeared in 1983. A contest among Pitt County elementary school students led to him being named Pee Dee, for the great Pee Dee River flowing through North and South Carolina. In colonial days, pirates stayed along the rivers.

Choose a team in your county. Research the history of its nickname, mascot, or even colors. You may just learn something surprising!

Which team did you pick to research?

What did you find out?

[illegible]

Duck on a Rock

Basketball is actually a pretty new sport. Games like chess have been around for thousands of years. Even team sports like baseball have been around for hundreds of years, but not basketball.

Basketball was invented by one person—Dr. James Naismith—and we know *exactly* the year it was invented—1891. Dr. Naismith lived in a very cold climate and was looking for a game to be played inside during the winter months. He was a Canadian physical education instructor, who moved to Springfield Massachusetts and worked at the YMCA Training School. The winter months in New England States were harsh and Naismith needed a game to keep his students physically fit during the winter. Naismith, mirrored his game a little after the Canadian children's game, "Duck on a Rock."

Now, try a modified version of duck on a rock! The original game combined tag and marksmanship but could also be dangerous.

Original Game:

A good size stone—the drake—was placed upon a very large one or a tree stump. One person stayed near it to guard it. The others threw fist-sized stones—ducks—at it in an attempt to knock it off. Once it was knocked off, the throwers all rushed to retrieve their ducks. If one of them was tagged before returning to the throwing line with their duck, they became the guard. The guard could not tag anyone until he/she had picked up the duck at their feet, nor could that person chase anyone till the guard, had replaced the drake upon the rock or stump.

Modified Version:

Play "Duck on the Rock" using a box in place of a tree stump, a plastic ball or funnel as the drake, soft balls instead of rocks as the ducks. In the modified version, there is no guard for the drake. You can just try to knock the funnel off the box.

College Basketball Pioneers in North Carolina

by Jim Sumner*

If you are like many North Carolinians, you have a favorite men's college basketball team. You can watch that team play on television, listen on the radio, or follow on the Internet. Many lucky fans even get to watch the games in person, sometimes in arenas that hold 20,000 people.

North Carolina teams are not just popular. They are very good. Between them, teams from the University of North Carolina at Chapel Hill (five), Duke University (four), and North Carolina State University (two) have captured 11 National Collegiate Athletic Association (NCAA) championships. Nine of them have come since 1982.

Smaller schools such as Guilford College, North Carolina Central University, and Barton College have won national titles in their divisions, too. Some of the sport's most famous coaches and players are associated with North Carolina schools.

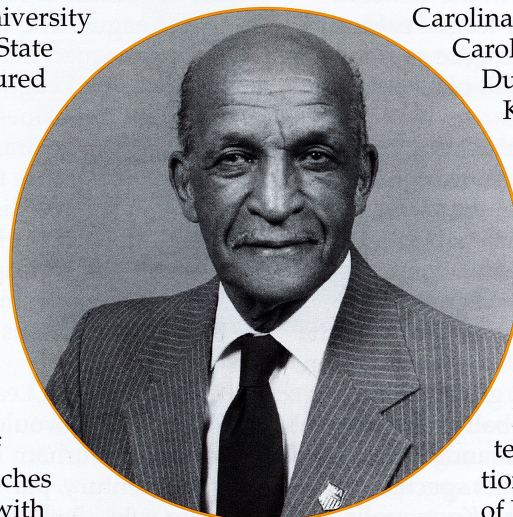
It hasn't always been this way. College teams first played basketball in North Carolina in 1906. But football remained the most popular college sport for decades. Minor-league baseball was just as popular. Local schools sometimes boasted good teams, but the best college basketball usually was played in northern cities like New York or Philadelphia or at schools such as the University of Kentucky, the University of Kansas, or Indiana University.

Things began to change in the 1940s, when two extraordinary coaches arrived in North Carolina. John McLendon and Everett Case were not Tar Heel natives. Neither had ever played a second of college basketball. But they made their marks on the sport.

McLendon was born in Kansas in 1915 and majored in physical education at the Univer-

sity of Kansas. As an African American with some Delaware Indian ancestry, McLendon was not allowed to play on the university's racially segregated team, which would not have its first African American member until 1951. But he did study basketball with one of his professors, James Naismith, the man who had invented the game in 1891.

In 1940 the young McLendon became head coach of the basketball team at North Carolina College (NCC, now North Carolina Central University) in Durham, arriving from the Kansas Vocational School near Topeka, Kansas.



Coach John McLendon, ca. 1994. Image courtesy of the North Carolina Museum of History.

Most aspects of southern life remained segregated, or separated, by race in the 1940s. NCC played in the CIAA, formed as the Colored Intercollegiate Athletic Association and later named the Central Intercollegiate Athletic Association. This conference consisted of historically black colleges and universities; "colored" was a term used at the time for African Americans. These

teams did not play against white schools and got little coverage from newspapers, magazines, or radio.

Yet, McLendon began to impress observers with his willingness to try new things and his ability to make them work. One of his early teams enjoyed little size. He created an offense—a team's system for trying to score when it has the ball—designed to force bigger, but slower, opponents to chase his players. He called it "four in a corner." Twenty years later, University of North Carolina at Chapel Hill coach Dean Smith modified this system into his famous "four corners."

McLendon also was one of the first basketball coaches to use a fast-break offense. This means that the team with the ball rushes down the court before the other team has time to set up



Coach John McLendon (far left) and his 1944 team at North Carolina College. In the days of segregation, this 19–1 squad once hosted and won a friendly "secret game" against white players from the Duke Medical School. Image courtesy of North Carolina Central University Archives and Records.

its defense. Games became faster, with more scoring. NCC's Rocky Roberson scored 58 points against Shaw University in 1943. He was the first college player to score more than 50 points in one game.

McLendon's greatest contribution may have come in 1946, when he helped start the CIAA Tournament. This championship tournament, held in March, gave the conference more exposure than ever before. Still very popular, the event now takes place in Charlotte and is the second-oldest conference tournament in the nation. Only the Southern Conference Tournament is older.

Following the 1952 season, McLendon left NCC with a record of 264 wins and 60 losses. He coached Tennessee Agricultural and Industrial University (now Tennessee State University) to the 1957, 1958, and 1959 National Association of Intercollegiate Athletics (NAIA) titles. In 1969 McLendon became head coach of the Denver Rockets of the American Basketball Association, a professional league that would merge with the National Basketball Association in 1976. He was the first African American to serve as head coach of a major pro sports team in the United States.

A few years after McLendon arrived on the scene in Durham, another important basket-

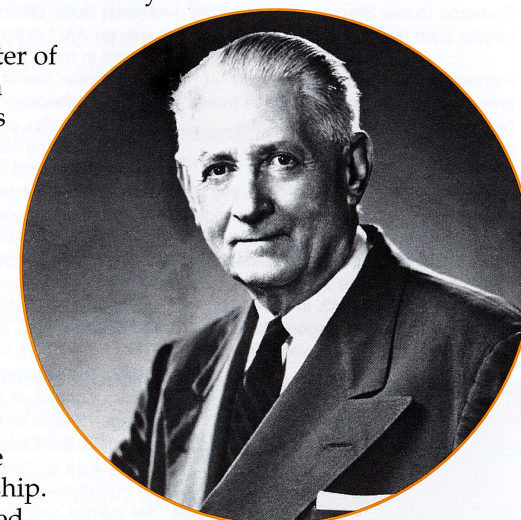
ball innovator came from the Midwest to nearby Raleigh. Everett Case had been born in Indiana in 1900. He was a great high school coach in that state and coached in the U.S. Navy during World War II. In summer 1946 Case took over a North Carolina State College (now N.C. State University) team that had finished 6–12 the previous season.

Case brought some top Indiana high school players with him. They became known as "Hoosier Hotshots." State became so popular that officials had to cancel a contest against rival North Carolina on February 25, 1947.

The game was supposed to have been played at State's Thompson Hall (now Thompson Theatre). So many fans tried to crowd into the facility that the city fire marshal decided conditions were unsafe. Some fans had even tried to climb in through restroom windows.

N.C. State teams coached by Case won games and championships, capturing the Southern Conference Tournament each year from 1947 through 1952. State joined the Atlantic Coast Conference (ACC) when it formed in 1953. Case's squad won the first three ACC Tournaments. Like McLendon, he favored fast-break basketball. Fans loved the style and so did high school players. Case was able to attract top athletes from across the country.

Case became a promoter of his sport, as much as a coach. When Reynolds Coliseum opened on the college's campus in 1949, Case had a decibel meter installed. This device measured how much noise the crowd made. He introduced to the South the tradition of the winning team cutting down the nets after a championship. Spotlights in a darkened arena helped introduce his Wolfpack players in an



Coach Everett Case, ca. 1964. Image courtesy of the North Carolina Museum of History.

Think About It

People considered basketball coaches John McLendon and Everett Case to be innovators, or people who successfully tried new things. Can you think of recent coaches or athletes who have helped change their sports?

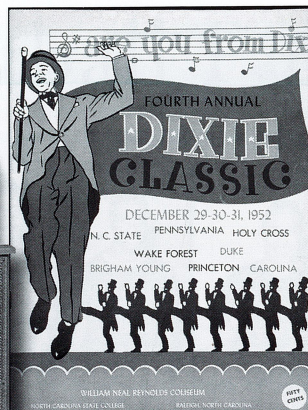
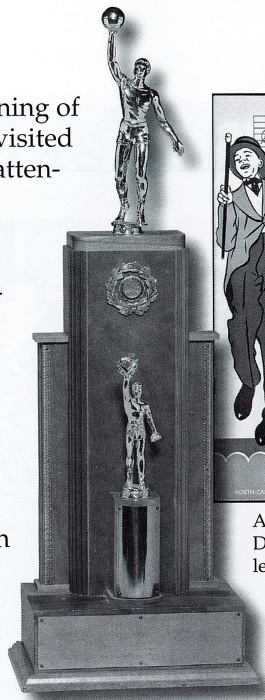
exciting way at the beginning of home games. Case often visited local civic clubs to bring attention to college basketball.

His greatest success may have been the very popular Dixie Classic, which started when Reynolds Coliseum opened. This eight-team tournament took place between Christmas and New Year's Day. The state's "Big Four" of State, North Carolina, Duke, and Wake Forest played

every year, along with four teams from around the country. The event ended after 1960, when several Wolfpack and Tar Heel players were found to have taken money to influence the outcome of games, for the benefit of gamblers.

Case's success forced rival schools to place more emphasis on the sport. After losing 15 straight times against State, North Carolina hired charismatic coach Frank McGuire away from St. John's, where he had built a successful program. The New York City native was able to recruit some of the best high school players from that area.

North Carolina did catch up with Case and State. In 1957 the Tar Heels finished undefeated and



A trophy and program from the Dixie Classic, an important college basketball tournament started by Everett Case. Images courtesy of the North Carolina Museum of History.

won the NCAA championship. The Tar Heels defeated the University of Kansas—and its imposing seven-foot-one-inch-tall superstar Wilt Chamberlain—54–53 in the triple-over-time championship game. That game was telecast over three North Carolina television stations. The next year, the ACC secured the nation's first college television contract.

Other area schools also hired new basketball coaches, opened new arenas, and spent more money on recruiting, all in an effort to catch up with Case. By the late 1960s, traditionally white schools, including North Carolina and Duke, had begun recruiting African American players. By the 1980s, women's college basketball began to grow in quality and popularity, as well.

All of the pieces were in place for the current popularity of college hoops in North Carolina. The next time you cheer for your favorite team, remember John McLendon, Everett Case, and the other basketball pioneers who helped make that possible.



1940s

1940s: For the first half of the decade, World War II shuts down a lot of sports except for those played by military installation teams.

1940: Duke Indoor Stadium, later Cameron Indoor Stadium, opens as the largest such facility in the Carolinas.

Pioneering coach John McLendon arrives at North Carolina College (now North Carolina Central), where he coaches through 1952.

1941: Duke's football team goes 9–0 to earn another Rose Bowl trip. Following the Japanese attack on Pearl Harbor, however, officials feel it's not safe to hold the game on the West Coast. It is played January 1, 1942, in Durham. Duke loses 20–6 to Oregon State. Coach Wallace Wade is soon commis-

sioned a major in the U.S. Army. Hoops coach Eddie Cameron takes over.

Goldsboro native Prince Nufer Dixon sets an AAU world record in the 50-meter backstroke. She is one of the pioneering women athletes of this era, dominating many swimming events in the 1930s and 1940s. World War II canceled the 1940 and 1944 Olympics, at the peak of her career. *Sports Illustrated* later calls Dixon one of "The 50 Greatest N.C. Sports Figures."

1943: Top amateur swimmer Peggy Pate Chappell, of Goldsboro, wins the Teague Award as outstanding female athlete in the Carolinas in 1943 and 1944. As a student at Penn Hall College in Pennsylvania and another trailblazer for women, she set a national college record in the 50-meter breaststroke.

1945: Catawba finishes as NAIA runner-up in men's basketball.



Swimmer Prince Nufer Dixon, at age 16, shown on a 1941 magazine cover.

1946: Enos "Country" Slaughter, of Roxboro, scores the winning run for St. Louis, dashing from first base on a double in game seven of the 1946 World Series versus Boston. Slaughter is one of the best North Carolina players, playing outfielder in the major leagues 1938–1959. For his career, he bats .300 in 2,380 games, with 2,383 hits, 169 home runs, and 1,304 RBI.

1947: The N.C. State men's basketball team captures the Southern Conference title under new coach Everett Case, an Indiana high school coaching legend. Case wins nine league titles in his first 10 years at State.

The Philadelphia Warriors beat the Chicago Stags for the first National Basketball Association (NBA) title.

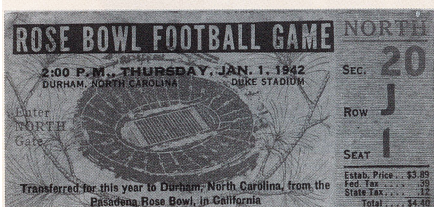
1948 and 1949: Charlie "Choo Choo" Justice finishes as runner-up for the Heisman Trophy. He stars for Edwards High in Asheville, a naval team during

World War II, and then UNC–Chapel Hill. A speedy, elusive single-wing tailback, Justice is a great kicker and passer who leads UNC to a 32–9–1 record and its first three bowl games. In college, he rushes for 3,774 yards, passes for 2,362, and scores 39 touchdowns.

1949: Jim Roper, of Kansas, wins the first NASCAR "strictly stock cars" race, held at a three-quarter-mile dirt track in Charlotte. Stock car racing has been growing for a few years, drawing bigger crowds. Bill France Sr. creates the organization to oversee rules, schedules, and a championship points system.

The N.C. Coaches Association hosts, in Greensboro, its first East-West All-Star Games for high school football and boys' basketball. Girls' basketball will be added in 1975, and soccer, in 1992.

Late 1940s: Some call this the golden age of minor-league baseball. There are 59 minor leagues in the U.S. and 49 minor-league teams in North Carolina playing in seven leagues (in varying sizes of towns). The rise of TV and basketball, along with greater interest in the major leagues as they integrate starting in 1947, contribute to many Tar Heel teams disappearing in the 1950s.



A ticket to the Rose Bowl in Durham.

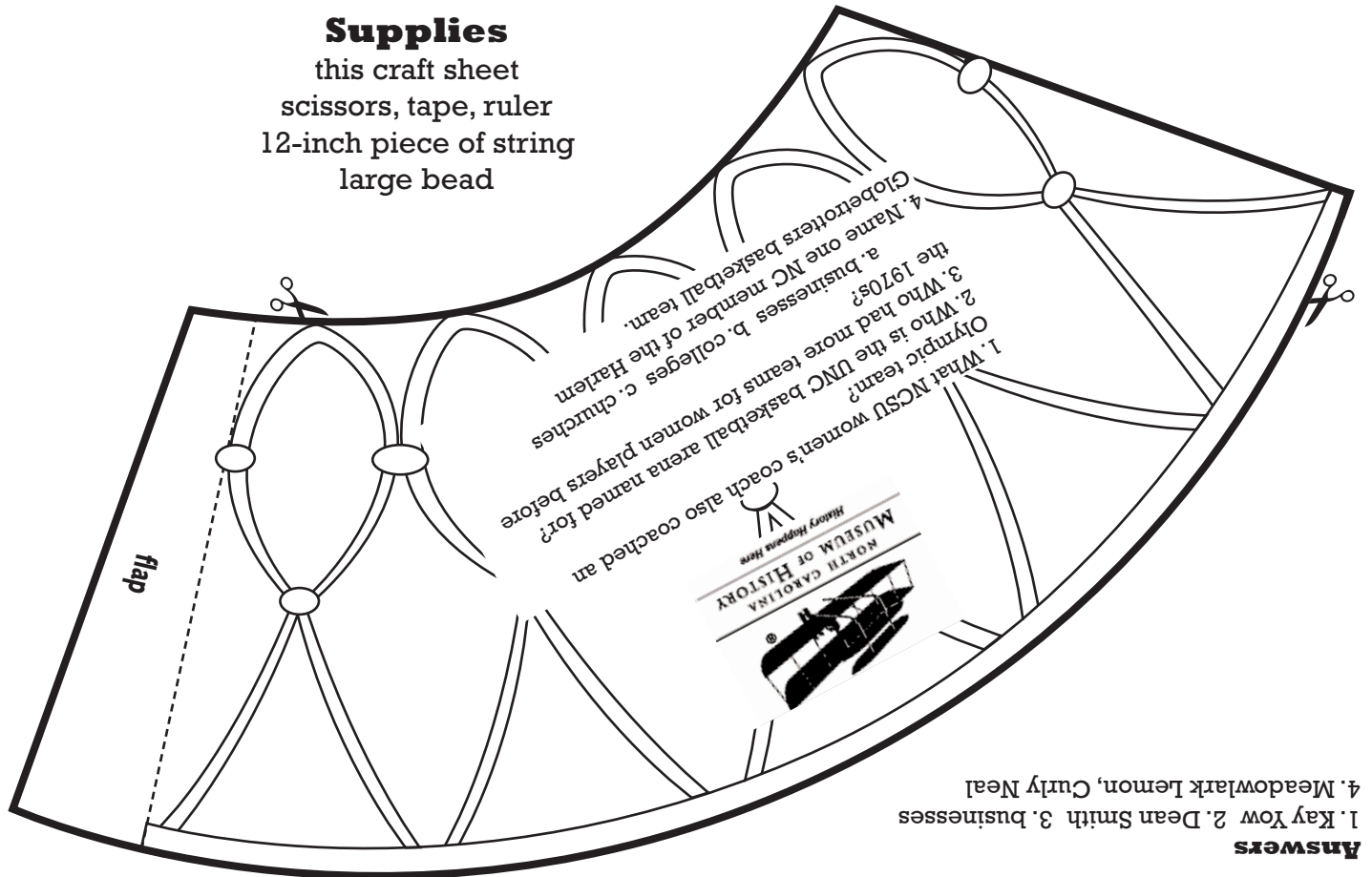
Basketball and Cup

The game of basketball is much more than a popular sport in North Carolina. From the sport's first appearance in the late 1890s, basketball has been a vibrant and influential strand in our state's cultural fabric.

from NCpedia

Supplies

this craft sheet
scissors, tape, ruler
12-inch piece of string
large bead



Answers
1. Kay Yow 2. Dean Smith 3. businesses
4. Meadowlark Lemon, Curly Neal

- 1 Cut on the solid black line (DO NOT cut off flap).
- 2 Curl the cup like a cone, so the flap lies evenly under its opposite edge. Tape this seam.
- 3 Use the ruler to measure a 12-inch piece of string; cut. Tie one end of the string to a large bead, and tape the other to the rim of the cup.

To play

Swing the cup to make the ball flip up and plop into and through the basket. How many points can you make in a row?

NORTH CAROLINA
MUSEUM OF HISTORY®

History Happens Here

© North Carolina
Museum of History

Name that Hall of Famer!

More than 400 people have been inducted into the North Carolina Sports Hall of Fame as athletes, coaches, administrators, and more. Can you match some of these standouts (Column A) with highlights of their accomplishments (Column B)? You may need to do some research! Answers on the next page.

Column A

Column B

- | | |
|--------------------------------------|--|
| 1. _____Johnny Allen | A. Seventh NBA player to score 20K career points |
| 2. _____Maxine Allen | B. Team handball player at 1984, 1988, and 1992 Olympics |
| 3. _____Bobby Bell | C. Knuckleball specialist with 227 major-league saves |
| 4. _____Peggy Kirk Bell | D. Influential women's basketball coach at N.C. State; inspiration in fight against breast cancer |
| 5. _____Walt Bellamy | E. NASCAR driver, mechanic, and team owner credited with the discovery of superspeedway "drafting" |
| 6. _____Carl Eller | F. Single-wing tailback with led UNC-Chapel Hill to football bowl games in 1947, 1949, and 1950 |
| 7. _____Mary Garber | G. Winner of national bowling titles, 1940s-1950s |
| 8. _____Jesse Haddock | H. Coach of Wake Forest college golf dynasty, 1960-1992 |
| 9. _____Robert "Junior" Johnson | I. Outland Trophy winner as nation's top college lineman, 1962, and third in voting for Heisman Trophy |
| 10. _____Leora "Sam" Jones | J. First full-time executive director of N.C. High School Athletic Association; Reidsville High coach |
| 11. _____Sam Jones | K. Defensive line starter in four Super Bowls for Vikings |
| 12. _____Charlie "Choo Choo" Justice | L. Set U.S. girls' long jump record as student at Hoke County High; won Olympic silver medal in 1976 |

- | | |
|---------------------------|---|
| 13. _____Kathy McMillian | M. Feisty pitcher; 1937 American League Player of the Year |
| 14. _____L.J. "Hap" Perry | N. Helped Boston Celtics win 10 NBA titles in 12 years |
| 15. _____Harvey Reid Jr. | O. UNC-Chapel Hill men's basketball coach 1962 through 1997; last 27 teams won 20 or more games |
| 16. _____Julie Shea | P. N.C. State long-distance runner who captured three national titles in 24 hours in 1980 |
| 17. _____Dean Smith | Q. Founder of Pine Needles golf course, which hosted the 1996, 2001, and 2007 U.S. Women's Opens |
| 18. _____Hoyt Wilhelm | R. The state's winningest high school basketball coach of all time (818 victories in Elm City and Wilson) |
| 19. _____Kay Yow | S. One of the first female sportswriters |

1. M, 2. G, 3. I, 4. Q, 5. A, 6. K, 7. S, 8. H, 9. E, 10. B, 11. N, 12. F, 13. L, 14. J, 15. R, 16. P, 17. I, 18. C, 19. D